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Grog Ball

WEST CHICAGO, ILL.

Flower Seeds for Florists

Catalog No. 20

Jan. - June 1932

What About 1932?

AN improved general business situation was clearly indicated by statistics during the closing months of 1931. Whatever that means for the year before us, the spring demand for our economically grown crops from seed must be well prepared for. The cost of even the best seed is small indeed when the value of the crop is considered, and it is during periods of close competition that only the best can be made worth while.

We call special attention on the following page to our policy of greater care in asking you to buy novelties. We feel that this is of particular importance at this time. We wish also to direct your attention to the disease-resistant strains of asters we are offering this season. Their development has been a real accomplishment that will add immensely to this one time valuable crop.

It is probably needless to state that the past summer has broken all heat records, and this, naturally enough, has caused much difficulty in germinating perfectly good seed. We never fail at least twice a season to put in germination tests of all seeds in stock and to discard such as do not show up strong.

Please bear in mind that our seed cannot be bought from seed dealers except in our packets. Avoid errors on this point by ordering direct from this catalogue.

DISCOUNTS. When remittance is enclosed with order we allow a cash discount of 3% on all orders of \$3.00 and up to \$10.00. On orders of \$10.00 up to \$25.00, 5%. Over \$25.00 a special cash discount of 8% is allowed. After sixty days all bills are subject to sight draft unless arrangements are made with us for extension. Special quotations are strictly net unless otherwise agreed upon.

To save delay in filling your order please observe the following: If you are unknown to us or have no commercial rating, cash must be enclosed with order unless satisfactory Chicago trade reference is submitted.

SMALL ORDERS we welcome gladly and assure the same liberal and prompt attention given to larger ones. In return we suggest that cash be enclosed to cover the proportionately greater cost of handling. All prices are figured to cover postage and insurance.

This list cancels all previous offers.

New Varieties

AS originators and distributors of seed specialties we pledge ourselves not to offer new varieties from other raisers without a season's trial that proves favorable under our climatic or greenhouse conditions. Widely advertised novelties in originator's packets must sometimes be excepted. We are as keenly interested as all of us should be in so-called novelties in flower seed. It is through real improvements that our business makes its appeal, so we cannot afford to play along with inferior varieties, especially since it costs no more to grow the better ones. But—why do the new ones sometimes disappoint us? It is a well known fact that the behavior of most plants varies under different conditions of soil and climate. Sometimes your close neighbor succeeds with a variety you can do nothing with, and vice versa. It frequently happens that novelties originating in Europe or California might not flourish under the more or less trying conditions of our middle west or eastern states. We all know that this occasionally happens. "Star of California" Petunia so widely heralded last season is an example of this. It produces a high percentage of starred flowers under the originator's conditions, but here in Illinois it does not. Such failures hurt all concerned and represent real losses, particularly to the greenhouse grower. We shall do all we can to reduce this loss.

Geo. J. Ball.

The Ball Red Book

Is a 64-page booklet on **GROWING MISCELLANEOUS FLOWER SEED CROPS**. It includes the latest detailed information on the construction and cost of cloth houses for growing asters free of yellows. The simple process of breeding stem rot resistant asters is told "BY A GROWER, FOR GROWERS." Besides adding some new material to what the author has written on sweet peas, calendula and stocks, the possibilities and growing methods of a considerable array (25 in all) of greenhouse crops is discussed, including snapdragons, larkspur, gerbera, mignonette, clarkia, candytuft and petunias.

The author is certain that real losses are frequently suffered in selecting unsuitable varieties or colors and this phase of all crops treated is given careful consideration. Of pocket size, to meet present day needs and conditions, and it will be sent you for its cost, which is just 20c.

Geo. J. Ball

Author and Publisher.



The full open flowers on left are our greatly improved selection of Ball's White. No centers under any conditions. The bed on right is our Ball White Resistant, pronounced by all who saw it last fall the finest late white in existence. It is about a week to ten days later than our regular Ball's White and it is resistant.

Resistant American Asters

WHEN fields of asters go down badly with stem rot as they so frequently do, a few survivors can usually be found that are clear of it. This is because in most cases they have enough additional vigor to resist the rot. If seed of individual resistant plants are grown on separately we shall find among them varying degrees of this resistance. If a few lots that make the best showing are again selected and grown on, the following season should show up some really resistant strains. This work must of course be carried out in diseased soil, the sicker the better.

Briefly stated this is the method that has produced the 12 resistant varieties it gives us pleasure to offer this season. We do not hesitate to say that eventually all asters will be strengthened with his resistance to stem rot or wilt.

PLEASE NOTE! The following varieties have been bred to resist stem rot or wilt. **They are not resistant to "yellows"** which can only be overcome by growing in cloth houses. In thoroughly infected or sick soil we find their resistance runs from 75 % to 95 % alongside regular commercial stock that dropped out nearly 100 %. They have been tried out in various parts of America with equal success. The slight additional price placed on these varieties would be more than justified for even a partial resistance.

For detailed directions on the construction of cloth houses for asters and the successful growing of this crop in such houses refer to the "BALL RED BOOK" on "MISCELLANEOUS CUT FLOWER CROPS." Price, 20c.

BALL Resistant Asters

Ball Resistant White. With us this heads the list of fine, late white asters. Extra long-stemmed and vigorous growth. About one week later than our regular. Because of crop shortage, we can offer this in trade packets only at \$1.00 per pkt.

Semple Pink Resistant. This is the popular Mary Semple, a rich shell-pink and a first-class cut flower color in any market. Comes in full crop the first week in September. The front cover page pictures the long-stemmed well formed flowers of this attractively colored variety.
 Tr. Pkt., 50c; ¼ oz., \$1.25; ½ oz., \$2.25; 1 oz., \$4.00.

Heart of France Resistant. The strain we are offering is of stronger growth, longer-stemmed and about one week later flowering than the original Heart of France.
 Tr. Pkt., 50c; ¼ oz., \$1.00; ½ oz., \$1.75; 1 oz., \$3.00.

Royal Purple Resistant. This variety will provide fine purple asters in abundance from mid-August through the first week of September. The Royals are a free-flowering and most useful class, supplying the period between the early and late classes.
 Tr. Pkt., 50c; ¼ oz., \$1.00; ½ oz., \$1.75; 1 oz., \$3.00; 2 oz., \$5.00; 4 oz., \$8.00.

Comet Type Pink Resistant. In this variety we have a very free-flowering light delicate pink that comes in full crop with the Royals, a period when asters are not usually in over-supply. The flower is a well shaped Comet type.
 Tr. Pkt., 50c; ¼ oz., \$1.00; ½ oz., \$1.75; 1 oz., \$3.00.

Ball Resistant Mixture. A mixture of all resistant varieties that covers the flowering season from August 15 to September 15.
 Tr. Pkt., 50c; ¼ oz., \$1.00.

We have a limited supply of the following varieties in resistant strains from Bodger's of Los Angeles. We have tried them out here at West Chicago and carefully inspected the growing crops at Los Angeles and we are certain of their resistant qualities.

Astermum White Resistant. Of fine vigorous branching habit, large flowers of true Comet type, flowering early in September.

American Branching Azure Blue Resistant. A distinct mid-blue shade that our market is particularly well pleased with. Of strong branching full-petaled habit.

Ostrich Feather Deep Rose Resistant. This is an especially attractive Ostrich Feather type, large-flowered, of a deep bright rose color.

Giant Branching Comet Dark Blue Resistant. This is a fine American Branching strain with typical Comet type flowers. The color is a good standard commercial one.

Early Beauty Crimson Resistant. A late Beauty type of growth, but comes in decidedly earlier or about September 15.

Queen of the Market Dark Blue Resistant. This represents one of the most profitable group of asters, coming in during late July when flowers are generally scarce, and before the yellows get much of a start.

The above six varieties are priced at: Tr. Pkt., 50c; ¼ oz., \$1.50.

NOTE: Should our supply of any resistant varieties become exhausted, may we substitute with the same variety in the regular strains?

As we go to press we learn with much regret that the seed supply of some of the above items are short. We expect to have ample supply of the varieties Semple Pink, Royal Purple, Early Comet Pink and Heart of France.

The BALL White Aster



A house of our "Ball White" Improved Strain that we are offering this season.

The Ball White Aster

THE stock we are offering this season is fuller petalled and will not show a center when full open as did our old strain under unfavorable conditions. This strain is well pictured in above photo and we feel certain that it is the finest white aster available. It is in full crop during the last days of August, a period when the Royals are finished and the Late Branching are not yet on. Of full branching habit, well shaped deep flowers that stand shipping particularly well. Originated by us twenty-six years ago and last year was given an award of merit by the Royal Horticultural Society of England.

Priced at: Tr. Pkt., 35c; $\frac{1}{4}$ oz., 60c; 1 oz., \$2.00; 2 oz., \$3.50; 4 oz., \$6.00.

Standard American Asters

OUR seed of the following standard American asters is grown for us in California where climatic conditions are ideal for the production of well developed seed of high vitality. Through personal supervision of growing crops we feel assured that the strains of varieties we are offering are true to type both in habit of growth and color.

One-half ounce of any of the following items at ounce prices.

EARLY WONDER. Earliest flowering class; fairly long stem with Comet type flowers. Plants must be grown on unchecked or they will flower prematurely on short stems. Flowering season July.

Lavender	Purple	Rose	White	Tr. Pkt. ¼ oz. 1 oz.
	Above, separate colors.....			\$0.25 \$0.50 \$1.75
	Mixed, all colors.....			.25 .40 1.50

QUEEN OF THE MARKET. This is the standard early aster, flowering in July.

Crimson	Purple	Shell Pink		
Dark Lavender	Rose Pink	White		
Light Lavender				
	Above, separate colors.....			.25 .35 1.00
	Mixed.....			.20 .25 .80

EARLY ROYALS. This is a fine, long-stemmed group that immediately follows Queen of the Market.

Lavender	Purple	White		
Deep Rose	Shell Pink			Tr. Pkt. ¼ oz. 1 oz.
	Above, separate colors.....			\$0.25 \$0.40 \$1.40
	Mixed, all colors.....			.25 .35 1.25

KING, or NEEDLED TYPE. A highly attractive class with quilled or pointed petals. Follows the Royals.

Lavender	Rose	White		
Light Blue	Shell Pink			Tr. Pkt. ¼ oz. 1 oz.
	Above, separate colors.....			\$0.25 \$0.40 \$1.50
	Mixed, all colors.....			.25 .35 1.25

CREGO. Large well formed Comet type flowers with twisted and curled petals. In full crop about September with us.

Lavender	Rose Pink	White		
	Shell Pink			Tr. Pkt. ¼ oz. 1 oz.
	Above, separate colors.....			\$0.25 \$0.35 \$1.20
	Mixed, all colors.....			.20 .30 1.00

THE BALL ASTER. In full crop September 1. See preceding page.

AMERICAN BRANCHING. Under various trade names, this class is a standard American Branching type.

Azure Blue	Lavender	Purple		
Deep Rose	Peach Blossom	White		
Sensation (finest brilliant red)		Shell Pink (Mary Semple)		Tr. Pkt. ¼ oz. 1 oz.
	Above, separate colors.....			\$0.25 \$0.35 \$1.00
	Mixed, all colors.....			.15 .25 .75

AMERICAN BEAUTY. One of the finest long-stemmed American asters with some non-lateral tendency.

Azure Fairy	Purple	Shell Pink		
Dark Lavender	Rose	White		
Peach Blossom				Tr. Pkt. ¼ oz. 1 oz.
	Above, separate colors.....			\$0.25 \$0.50 \$1.50
	Mixed, all colors.....			.25 .40 1.40

GIANT CALIFORNIA SUNSHINE. Result of a cross between California Giants and the Sunshine. Extra long-stemmed and large flowers of the Sunshine type.

Finest Mixed				Tr. Pkt. ¼ oz. 1 oz.
				\$1.00 \$2.00 \$7.50

SUNSHINE. Highly attractive cut flower type.

Pink, Lavender, separate colors, each				.35 .50 1.75
Mixed				.25 .40 1.25

CALIFORNIA GIANTS. Crego or Ostrich Feather type. The largest and finest American aster and non-lateral, a valuable point. Flowers in late September. In our cloth houses we find them successfully competing with early mums. Seed crop of California Giants separate colors is very scarce again this year; please state if we may substitute.

Dark Purple	Light Blue	Giant White		
Deep Rose	Peach Blossom			Tr. Pkt. ¼ oz. ½ oz. 1 oz.
	Above, separate colors.....			\$0.50 \$0.75 \$1.50 \$2.50
	Mixed, all colors.....			.25 .60 1.00 2.00

HEART OF FRANCE. Rich ruby-red that deepens with age. Midseason.....

Mid-September				.25 .50 1.50
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PEERLESS PINK. Extra large globular type. A most pleasing shade of shell-pink.

Aster seed crops are short again in some lines. May we substitute with equally good or better varieties if necessary?

Late or Summer Sweet Peas

HERE in the latitude of Chicago where a short spring is followed by hot summer, we have not failed for the past twenty consecutive years to grow a profitable cut flower crop of this late-flowering class of peas. We get our flowers early by sowing February 1, growing on in 3-in. pots and planting out about April 20. We start picking about the tenth of June and by irrigating and keeping down aphids, production continues well into July. We usually get more for them during June than for greenhouse flowers in May, for they are harder, and there are plenty of uses for good peas right up to the last day of June. There are important details and modifications of this plan that we have fully given in our complimentary circular No. 5. Three-inch pot plants of these summer peas are highly satisfactory plants to sell home gardeners. Such plants supply the utmost in sweet pea satisfaction where high temperatures cut them down by mid-summer.

For both the wholesale and retail grower Summer Peas offer possibilities that should not be passed up.

THREE NEW VARIETIES

We feel confident in offering the following new varieties for we have carefully examined and compared them with others in their color class. They are outstanding for vigorous growth, a valuable point under all conditions, especially where they are exposed to hot summers.

Welcome

The most brilliant dazzling scarlet sweet pea we have ever seen. It is a clear self color—without a trace of shading in either standard or wings. Entirely free from burn under the hottest sun.

25c per pkt. of 30 seeds.

Ambition

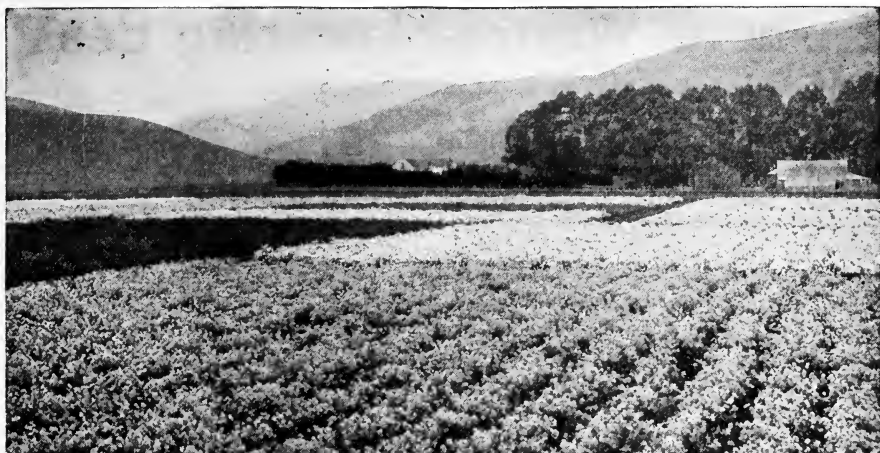
A very attractive lavender, and we are certain of more commercial value than Powerscourt. Because of its extra strong growth and bright color effect this impressed us very favorably in California the past season.

25c per pkt. of 20 seeds.

Rosie

A clear deep rose, deeper than any of the standard rose-pink varieties. The color is a distinctive one. In growth it is especially vigorous, clearly outstanding on this point.

Trade Pkt., 25c; 1/4 oz., 75c; 1 oz., \$2.00.



A California Field of Our Sweet Peas for Seed.

Summer Peas — Standard Varieties

Varieties we find best are starred (*).

	1/2 oz.	1 oz.	4 ozs.	1 lb.
AUSTIN FREDERICK IMPROVED. Large rosy lavender.....	\$0.10	\$0.20	\$0.65	\$2.00
*AVALANCHE. Finest white-seeded white.....	.15	.25	.75	2.50
*BLUE BIRD. The finest clear blue.....	.15	.25	.75	2.25
BLUE FLAME. Extra large strong blue.....	.15	.25	.75	2.50
*CAMPFIRE. Sunproof deep scarlet.....	.15	.25	.75	2.50
COMMANDER GODSALL. Deep violet-blue.....	.10	.20	.65	2.00
*CONSTANCE HINTON. Best black-seeded white.....	.15	.25	.75	2.25
*CRIMSON KING. Fine sunproof crimson.....	.10	.20	.65	2.00
DOREEN. Large rich carmine.....	.15	.25	.75	2.50
ELFRIDA PEARSON. Clear light pink.....	.10	.20	.65	2.00
*GLENEAGLES. Clear even lavender.....	.15	.25	.75	2.50
HAWLMARK LAVENDER. Finest light lavender.....	.15	.25	.75	2.25
HAWLMARK PINK. Rose-pink shaded salmon.....	.15	.25	.75	2.25
HEAVENLY BLUE. Delphinium blue.....	.15	.25	.75	2.50
HEBE. The finest large rose-pink.....	.15	.25	.75	2.25
HERCULES. Standard deep rose-pink.....	.10	.20	.65	2.00
HERO. Cerise20	.30	1.00	3.00
MAGNET20	.30	1.00	2.75
MARY PICKFORD. Fine cream salmon-pink.....	.15	.25	.75	2.50
MATCHLESS. Clear deep cream.....	.15	.25	1.00	2.75
*MISS CALIFORNIA. Large salmon-rose.....	.15	.25	.75	2.25
MRS. CUTHBERTSON. Pink and white; bicolor.....	.10	.20	.65	2.00
MRS. TOM JONES. A very good blue.....	.10	.20	.65	2.00
*PINKIE20	.30	1.00	2.75
*POWERSCOURT. Finest lilac-lavender.....	.10	.20	.65	2.00
ROYAL PURPLE. Large rich purple.....	.10	.20	.65	2.00
ROYAL SCOT. Sunproof orange-scarlet.....	.10	.20	.65	2.00
SUPREME. Soft, delicate pink.....	.15	.25	.75	2.50
WARRIOR. Deep bronze-maroon.....	.10	.20	.65	2.00
YOUTH. Light Picotee pink.....	.10	.20	.65	2.00
"ALL THE FINEST" MIXTURE. Of colors most wanted10	.20	.65	1.80

Early or Winter-Flowering Peas

THIS type may be sown to good advantage in northern greenhouses up to St. Valentine's Day. They will not become so tall or long-stemmed as the earlier sowing because spring weather conditions forces them into flower at whatever height it happens to find them. For this reason four to six feet of head-room will care for them nicely. A sowing made early in January and grown along cold in 2½-in. pots will make ideal stock to replant beds after St. Valentine's Day. In a deep ground bed such a planting will give a good account of itself during the spring months, especially about Mother's Day and Memorial Day. To prolong the flowering season clear through the month of June, plant a few late varieties with them—a plant every 12 inches in the row will do. The late ones will break freely from the bottom, but will not start to climb until the earlies give out. Valuable late varieties for this purpose are Pinkie, Powerscourt for lavender, and Constance Hinton for white—all good colors.

If sown indoors in March and planted out at the time the later ones are, the early-flowering type will produce a heavy crop well in advance of the summer-flowering kind. In extreme southern sections the early kind are used exclusively and the past season we have noted them in Canada during September in full crop. Another use we have found for the earlies is to flower them in 6-in. pots for the spring shows. Such plants can become a row of sweet peas with telling effect. But January is a little late to sow for this purpose.

In fresh, clean soil, early peas have immense possibilities as a greenhouse cut flower. Our business has been largely built up with them and we point with satisfaction to the deep rose, light rose, orange and blue that we are responsible for.



Early-flowering Sweet Pea Ball Rose.

Winter Peas — Standard Varieties

PINK SHADES

	½ oz.	1 oz.	4 oz.	1 lb.
Columbia. Pink and white.....	\$0.25	\$0.50	\$1.50	\$5.00
Ball Rose. Deep rose.....	.30	.50	1.75	6.00
Ball Rose Queen. Rose-pink.....	.30	.50	1.75	5.75
Zvolanek's Rose.....	.25	.50	1.50	5.50
Jeanne Mamitsch. Long-stemmed rose.....	.30	.50	1.50	5.50
Louise Gude.....	.25	.40	1.40	4.50
Superior Pink. Deep rose.....	.30	.50	1.50	5.00
Pink Profusion. Rose-pink.....	.30	.50	1.50	5.00
Mrs. Holscher. Rose.....	.40	.75	2.50	8.00
Spring song. Salmon-rose.....	.30	.50	1.75	6.00
Mrs. Calvin Coolidge. Salmon-pink.....	.25	.50	1.50	5.00
Pink Cherokee. Cream-pink.....	.25	.40	1.40	4.50
Majestic Rose. Rose-pink.....	.40	.75	2.50	8.00
Giant Rose. Giant rose.....	.25	.50	1.50	5.50
Fair Maid. Light pink.....	.30	.50	1.60	5.50
Laddie. Extra large, long-stemmed, rose pink.....	.40	.75	3.00	10.00

Winter Peas (Continued)

LAVENDER

	½ oz.	1 oz.	4 oz.	1 lb.
Harmony. Large clear lavender.....	\$0.30	\$0.50	\$1.50	\$5.00
Lavender King25	.50	1.50	5.00
Sweet Lavender. Dwarf growth.....	.25	.50	1.50	5.00
Early Vogue. Large even lavender.....	.50	.75	3.00	10.00
Heather Bell. Mauve-lavender.....	.25	.50	1.50	5.00

BLUE

Ball's Blue. Even blue.....	.30	.50	1.50	5.50
Mrs. Hoover. Strong blue.....	.40	.75	2.50	8.00
Blue Bird30	.50	1.50	5.00
Blue Jacket. Dark blue.....	.30	.50	1.50	5.00
Indigo Blue. Dark shade.....	.30	.50	1.50	5.50
Mrs. Harding. Silvery blue.....	.25	.40	1.40	4.50
Silver Blue25	.40	1.40	4.50
Blue Bonnet. Clear deep blue.....	.40	.75	2.50	8.00
Marine Blue. Extra large deep blue.....	.60	1.00	3.50	12.00

WHITE

White Harmony. Standard white.....	.40	.75	2.50	8.00
Hope. Improved white.....	.40	.75	3.00	10.00
Snowstorm30	.50	1.50	5.00
White Star25	.40	1.40	4.50

ORANGE AND SALMON

Ball Orange. Finest orange.....	.40	.75	2.50	8.00
Burpee's Orange. Lighter shade.....	.30	.50	1.75	6.00
Mrs. Kerr. Salmon.....	.30	.50	1.50	5.50
Eldorado. Light orange.....	.30	.50	1.75	6.00
Torch. Salmon-orange30	.50	1.50	5.50
Valencia. Bright orange.....	.60	1.00	3.50	12.00

SCARLET AND CERISE

Early Bright Light. Orange-scarlet.....	.30	.50	1.75	5.50
Vulcan. Orange-scarlet.....	.30	.50	1.50	5.00
Grenadier. Poppy-scarlet.....	.30	.50	1.75	5.50
Gorgeous. Cerise.....	.30	.50	1.50	5.00
Flamingo. Orange-salmon30	.50	1.50	5.00
Glitters. Cerise.....	.30	.50	1.50	5.00
Sunray. Light cerise.....	.30	.50	1.75	6.00
Early Pride. Finest long cerise. Pkt., 50c; ¼ oz., 75c		2.00	7.00	24.00
Red Bird. Crimson-red.....	.60	1.00	3.50	12.00
Miss Spokane. Bright red.....	.30	.50	1.50	5.00

MISCELLANEOUS

Chevalier. Dark rose.....	.30	.50	1.75	5.50
Aurora. Carmine flaked.....	.30	.50	1.50	5.00
Harlequin. Chocolate striped.....	.30	.50	1.50	5.00
Meadow Lark. Cream.....	.30	.50	1.50	5.00
Yarrowa25	.40	1.40	4.50

"ALL THE BEST" MIXTURE. This is a combination of all the best standard varieties with a good proportion of the lighter shades that are preferred for retail work. ½ oz., 25c; 1 oz., 50c; 4 oz., \$1.50; 1 lb., \$5.00.

"BETTER SWEET PEAS" by Geo. J. Ball. (Florists' Publishing Co., Chicago.) A cloth-bound book of 210 pages, illustrated and covering the details of growing early or winter-flowering peas under glass. A chapter is devoted to the late or summer-flowering type; also one to the miscellaneous crops grown to advantage with peas. The author's system of steam sterilizing is described and illustrated in detail. We supply this at the publisher's price, \$1.75 postpaid.



Hybrida
Bedding.

Grandiflora
Plain.

Ball Fringed
Mixture.

Giants of
California.

Double
Fringed.

Fine Petunias

Probably no crop is more easily grown—after the seed is up—than petunias, and there is no excuse for the occasional failures we are told of in germinating seed. It is unreasonable to expect the germination of all varieties or lots of seed to be equally vigorous. Some will germinate more promptly than others and conditions might even be unfavorable enough to prevent others coming through at all.

We annually carry out extensive trials of petunias from all sources and including all varieties on our list. In addition to this we personally and carefully inspect all our seed crops. While we cannot claim that this makes us 100% correct in our estimate of the general value of varieties, new and old, yet we do find much of interest and value to us in these trials in making up the following list. For growers not familiar with varieties, we star (*) such as are particularly true to color and attractive.

*Double Fringed Petunias

We are offering this season a strain of double fringed petunias that our trial ground test of the past season shows up 25% real double fringed. It is of fairly compact growth and the singles in it are a choice mixture of large flowering fringed. We are certain that no available strain will average higher and we confidently offer this strain.

Tr. Pkt., \$1.50; $\frac{1}{8}$ oz., \$8.00.

*Ball's Single Fringed Petunia

This is a fringed mixture of singles that will produce fully 75% of large, beautifully fringed flowers. Unless pinched back, this strain will run a trifle taller than the double fringed strain we are offering. To use for pot plants or bedding, this is a choice mixture of single fringed petunias.

Tr. Pkt., 50c; $\frac{1}{8}$ oz., \$1.25;
 $\frac{1}{2}$ oz., \$2.00.

Fine Petunias

Giant-Flowered, Single. This is the largest flowering class of single petunias. While the California Giants are outstanding in this group, we call special attention to Princess of Wuerttemberg and the German Empress.

	Tr. Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	$\frac{3}{4}$ oz.	$\frac{1}{2}$ oz.
* Ramona Strain Mixed. Choice selection from Dwarf Giants of California.....	\$1.00	\$2.25	\$4.00		
* Dwarf Giants of California. Uniformly dwarf with a high percentage of extra large flowers.....	1.00	2.00	3.00		
Giants of California. A fine strong-growing, giant-flowered mixture.....	.50	1.00	1.75	\$2.75	\$5.00
* German Empress. A very rich light shade with finely contrasting violet-blue veined throat.....	.50	1.50			
* Princess of Wuerttemberg. General effect is rich violet-rose with dark finely veined throat. Extra large and uniform.....	.50	1.25	2.00		
Giant Copper Red. Rich dull shade of red with dark throat, ruffled edge.....	1.00	2.00			
Theodosia. Large fringed pink with light throat.....	1.00	2.00	3.75		
* Giant Ruffled Pink. Fine rose and comes very true to color.....	.50		2.00	3.50	6.00
* Giant Steel Blue. Very large, extra choice blue, richly veined and fringed.....	1.00	3.00	5.00		
* Fringed Royal Purple. Deep velvety violet; fringed and very choice.....	1.00	2.00			

Large-Flowering, Single, Fringed. A popular group for bedding or pot culture and deservedly so.

	Tr. Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	$\frac{3}{4}$ oz.	$\frac{1}{2}$ oz.
* Pink Triumph. Fine deep rose, well fringed; comes uniformly true to type.....	\$0.75	\$2.00	\$3.50		
Romany Lass. Finely fringed red.....	.50	2.50			
Fluffy Ruffles. A finely fringed mixture.....	.50	1.50	2.50		
* White Beauty. A well fringed large white.....	1.00	2.25	3.00		
Ruffled Blue and White. Plain edged, large and strong growth.....	.50	2.00	3.50	\$6.00	
* Diener's Ruffled Monsters. A well named mixture (originator's seed).....	.75	3.00	5.50	10.00	
Ball's Single Fringed Mixed. (See preceding page).....	.50		1.25	2.00	
Fimbriata, Single, Mixed. A very choice fringed mixture.....	.25	1.50	2.50		

Portland Petunias. Of strong upright growth and fine for bedding.

	Tr. Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	$\frac{3}{4}$ oz.	$\frac{1}{2}$ oz.
* Elk's Pride. Rich velvety purple, plain edged. Very valuable and comes true.....	\$0.50		\$1.25	\$2.25	
Pride of Portland. Rose pink fringed.....	.50		1.50	2.50	
* Pink Glory. Clear flaming rose-pink, partly ruffled. Fairly compact growth and fine for pot plants and bedding. Comes quite true to color.....	.75	\$1.00	1.75	3.00	
Dwarf Pink Glory. Compact growth, but uneven in color and form.....	.75	1.50	2.50		

Balcony Petunias. Of semi-trailing habit, adapted to porch or window boxes.

	Tr. Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	$\frac{3}{4}$ oz.	$\frac{1}{2}$ oz.
Star of California. Velvety violet crimson with white star. Released last season and proved disappointing in many sections.....	$\frac{1}{4}$ oz., \$2.25	\$0.50			\$1.25
* Balcony Queen. Very attractive purple and white combination.....	.50	\$1.50	\$2.75		
* Violet Blue, Crimson, *Rose, White, Balcony Mixed, each.....	.25		.50		

Dwarf Bedding Petunias. Heavily used for bedding, compact and free.

	Tr. Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	1 oz.
* Blue Bird. Choicest violet-blue for bedding; very true.....	\$0.25		\$0.75	\$2.50
Alderman. Dark violet-blue.....	.35		.75	2.50
* Heavenly Blue. Very choice silvery blue.....	.50	\$1.00	1.75	
* Rose of Heaven. Deep rose-pink, white throat; very valuable.....	.25		.60	1.75
* Rosy Morn. Rose-pink with prominent white throat.....	.50		.75	2.50
Dwarf Inimitable. Violet and white striped; compact and choice.....	.25		.50	1.50
* Snowball. Clear white and comes very true.....	.25		.50	1.50
Carmen Sylva. Small-flowered baby blue.....	.25		.60	2.00
Special "Ball Mixture." Of all the above.....	.25		.50	1.50

Single Small-Flowered. Useful for bedding.

	Tr. Pkt.	$\frac{1}{4}$ oz.	1 oz.
Alba. Pure white.....	\$0.15	\$0.25	\$0.75
Countess of Ellesmere. Pink and white throat.....	.25	.40	1.00
General Dodds. Blood-red.....	.25	.40	1.50
* Howard's Star Improved. Purple with white star.....	.25	.60	2.00
Lord Courtenay. Rich rose.....	.25	.50	1.50
* Venosa. Light red, veined.....	.25	.40	1.00
Violacea. Deep violet.....	.25	.50	1.75
Small-flowering Mixture.25	.50	1.75

Small-Flowered. Semi-double.

	Tr. Pkt.	$\frac{1}{4}$ oz.
Carnation-flowered, new. Bright pink (Double Rosy Morn).....	\$1.00	\$3.00
Carnation-flowered, new. Mixed colors.....	1.00	2.50

“Standard of
the World”

The BALL



A house of our new dark centered yellow Ball's Lemon Queen.

ALL flowers that are very full petaled or double will tend to come more or less single when growing conditions do not favor them. During hot summer months calendula will usually weaken down to a single row of petals, gradually becoming double with cooler weather. With unfavorable conditions during the winter months the same tendency to come single will be noted. Too much heat, a close, poorly ventilated atmosphere, a dark house or prolonged spells of dark weather or poor soil are conditions that weaken calendula. After a heavy crop has been cut they are inclined to produce singles under otherwise favorable conditions, because the growth has received a check and is out of balance until it breaks out again. The most carefully bred strains of calendula will react in this way to unfavorable conditions. Avoiding such conditions as much as possible will reduce the number of single flowers we occasionally are told about.

As originators, growers and distributors of Ball Calendula we are very much interested, not only in maintaining, but improving its fine character. This we are doing through single plant selection—the method we used in our original improvements.

Calendula

The "Ball Red Book" which we furnish at cost (20c) gives the latest information available on the growing of Ball Calendula.

We originated the Ball Calendula twelve years ago and we are as careful as we can be to maintain and improve the original high quality of our stock.

THE following varieties are all distinctive, and for those who are not familiar with them, they are listed in the order of their cut flower value.

BALL'S LONG ORANGE. This is an extra long-stemmed selection from our regular orange, large flowers and vigorous grower. We do not hesitate to head our list of profitable calendulas with this variety.

BALL'S LEMON QUEEN. This is a bright yellow with an attractive dark center that greatly enlivens the color effect. The shade of yellow is distinctly lighter than our GO!D; it is one that contrasts most distinctively with the rich dark brown center that characterizes fully 95% of this variety. Of true Ball Calendula length of stem and growth.

BALL'S ORANGE IMPROVED. Produces large, deep full flowers. Of more compact growth than our Long Orange, but if grown on deep ground beds the stems will be amply long.

BALL'S SENSATION. Of true Ball Calendula growth, with long stems and large, rather flat flowers. This is the preferred orange variety with some growers.

BALL'S GOLD. Deep golden yellow. Extra large and extra long-stemmed. For a rich, showy color on extra long stems, this variety is supremely fine.

BALL'S SUPREME. A rich shade of light orange with a finely contrasting dark center, a most attractive combination of colors. This variety is not quite so long-stemmed or large-flowered as are our orange and yellow varieties, but this is more than balanced by a freer-flowering habit. Preferred by many growers.

BALL'S APRICOT. This is a rich straw, or apricot color with a fine dark brown center, and the same type of growth we have in Ball's Supreme, from which it is a selection. A limited amount of this should be grown by any market or retail grower.

BALL'S WHITE. An attractive creamy white with a dark brown center that contrasts strikingly with the nearly white flower. Not quite so long-stemmed or large as apricot, from which it is a lighter selection.

RADIO. This is not a "Ball" type of calendula and is too short-stemmed for cut flower purposes. Petals have a distinct quilled effect in well opened flowers. Bright orange color and fine for bedding.

PRICES on all the above Ball Calendula and Radio: Tr. Pkt., 50c; $\frac{1}{4}$ oz., \$1.00; $\frac{1}{2}$ oz., \$1.75; 1 oz., \$3.00; 2 oz., \$5.00; 4 oz., \$8.50.

Unit price on weight will apply to two or more varieties. For instance, for $\frac{1}{4}$ oz. each of two varieties, the $\frac{1}{2}$ oz. price, or \$1.75, applies.

BALL'S CALENDULA MIXTURE. For the retail grower whose planting is limited and who wishes some of all colors in Ball Calendula, we have prepared a mixture of all the above excepting Radio. This mixture is proportioned according to the cut flower value of all colors and includes about one-half orange.

Priced as follows: Tr. Pkt., 40c; $\frac{1}{4}$ oz., 75c; $\frac{1}{2}$ oz., \$1.25; 1 oz., \$2.00.

LEMON QUEEN. We have a finely selected stock of this light, or lemon-yellow.
Tr. Pkt., 25c; $\frac{1}{2}$ oz., 50c; 1 oz., \$1.00; 2 oz., \$1.50.

The following kinds are distinctly dwarf and small-flowering. Fine for bedding.

NANKEEN. Cream shaded apricot and pink. Priced at $\frac{1}{4}$ oz., 25c; 1 oz., 75c.

TRIANON. Apricot shaded yellow, dark center. Priced at $\frac{1}{4}$ oz., 25c; 1 oz., 75c.

American Stocks

A DEPENDABLY good percentage of doubles and trueness to type and color explain why our American-grown strains of stocks are attracting the attention of cut flower growers to this crop. The varieties or colors that we find the preferred, or best ones, particularly for market growers, are starred (*). If you are not familiar with varieties you can safely "follow the stars." You will find little use or demand for the red shades or the dark blue or purple, and the flesh color in stocks is a light one.



Crop of Double-flowering Stocks in Greenhouses at Ball Gardens, West Chicago, Ill.

IMPROVED BISMARCKS. A trifle earlier than the Nice or Perpetuals and not inclined to branch so freely, making them more suitable for our close planting method of growing. Generally considered the most valuable group of stocks for cut flowers.

- *Rose. Fine standard color.
- Flesh. Delicate shade of pink.
- *Lavender. Fine standard color.
- *Chamois. Choice market color.
- *Golden Ball. Clear ivory-yellow.
- *White. Early clear white.
- Apple Blossom. Light pink.
- *Lilac. Lilac-lavender.
- Blood Red.

	1/8 oz.	1/4 oz.	1 oz.
Prices, on above separate colors	\$0.50	\$1.00	\$3.00
Mixed, all colors.....	.35	.60	2.25
Royal Purple. Rich deep purple75	1.25	4.00
Antique Copper. A fine copper-red75	1.25	4.00
Golden Rose. Light rose.....	.75	1.25	4.00

BEAUTY OF NICE. For long stems and branching habit this is a fine group and includes some of our choicest kinds.

- *Mont Blanc. Clear, extra early white.
- Almond Blossom. White tinged rose.
- Monte Carlo. Rich canary-yellow.
- *Aurora. Golden buff, fine.
- Belle De Naples. Rich old rose.
- Salmon King. Strong salmon-rose.
- Beauty of Nice. Flesh-pink.
- *Cote D'Azure. Light or lavender-blue.
- Summer Night. Early purple.
- Carmine Rose. (Abundance).
- Blood Red.
- Sou. De Monaco. Best crimson, late.
- American Beauty. Deep rose, tends to come blind under glass.
- *Queen Alexandra. Rosy lilac, fine.

	1/8 oz.	1/4 oz.	1 oz.
Prices, separate colors.....	\$0.40	\$0.75	\$2.50
Mixed, all colors.....	.35	.60	2.00

Growing Stocks

In a night temperature of 45° to 50° and during the early spring months stocks will flower in about four months from sowing seed. Fully five months of mid-winter weather are necessary. The close planting method is generally used. This means spacing seven inches between the rows that run across the bed and two and a half inches in the row. When they reach a height of four to five inches we remove a few of the weakest, for it has been definitely proven that the weakest seedlings tend to come single.

PERPETUAL BRANCHING (Giant Perfection). A valuable group that produces fine, long stems and is of strong branching habit.

- *Rose. A clear even shade.
- Sapphire. Violet or dark lavender.
- *May Queen. Lavender or pale blue.
- Snowdrift. Fine clear white.
- Princess Alice. Early white.
- La France. Blush, nearly white.
- *Heatham Beauty. Terra cotta rose, very fine.
- *Empress Augusta Victoria. Silver-lilac and very fine.
- Brilliant. Blood-red, not a standard market color.
- Dark Blue.
- Light Blue.

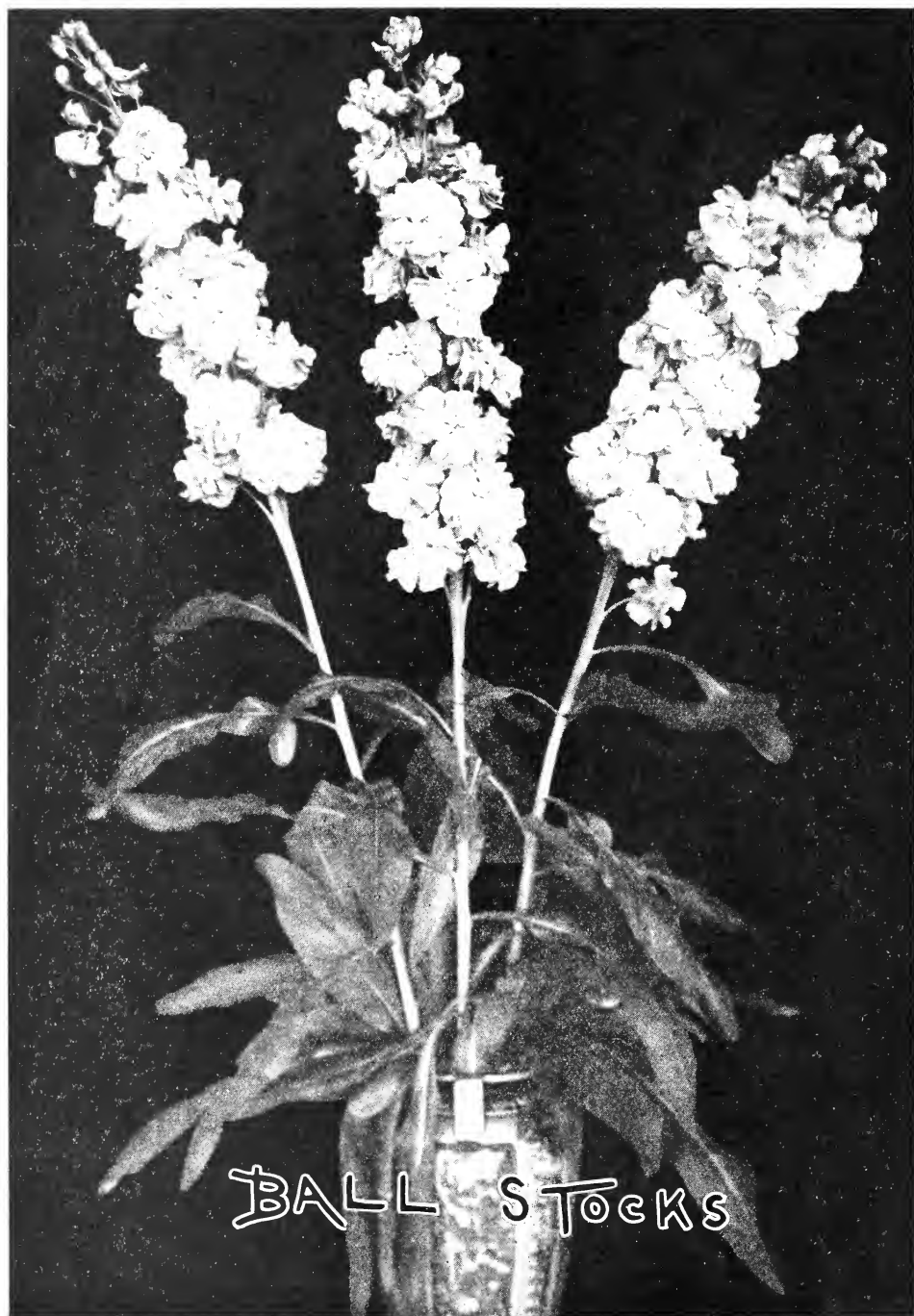
	1/8 oz.	1/4 oz.	1 oz.
Prices, separate colors.....	\$0.40	\$0.75	\$2.50
Mixed, all colors.....	.35	.60	2.00

TEN WEEKS. This class is of compact branching habit, ideally suited for pot plants or bedding, but not for cut flowers. Produces a high percentage of doubles.

- Blood Red.
- Deep Rose.
- Canary Yellow.
- Lavender.
- White.
- Carmine Pink.
- Purple.

	1/8 oz.	1/4 oz.	1 oz.
Prices, separate colors.....	\$0.40	\$0.75	\$2.50
Mixed, all colors.....	.35	.60	2.00

IN our "Ball Red Book" (priced at cost, 20c) considerable space is given to a rewritten chapter on stocks. We also publish a complimentary circular on their culture.



"BALL STOCKS" (Non-Branching)

Our New "Ball Red Book"

Presents a lot of detailed information on stocks. When to sow, single stem method of growing, etc. It also goes into the growing of MISCELLANEOUS GREENHOUSE CROPS. We will gladly enclose it with your seed order at cost to us, 20c.



Medal Awarded "Ball Stocks"
S. A. F. National Show, 1931

FINE, long stems is an important, or we should say a necessary point, in fine cut flowers. We get them in branching stocks by planting close, giving no chance to break except near the top, where they sometimes branch rather freely. When these branches get a start they are wasting considerable of the plant's energy that should go into the main flower spike. By disbudding we can, of course, avoid much of this waste, but the result will not be nearly so fine as we get with our non-branching type.

We have been at work for three seasons on a strain of this in a lilac-lavender color that we now have practically 100% true non-branching and with the doubles up to 65% to 70%. We use them exclusively in our cut flower growing and we find them wonderfully fine. They return us fully one-third to one-half more than do the branching type—and that counts. Next season we hope to have several other colors in this type to offer, notably an extra long-stemmed white. This color sometimes produces one or two laterals generally near the base of the flower spike, but they are easily rubbed out.

While the lilac-lavender in this type comes 100% non-branching in the greenhouse, under the outdoor seed field conditions of California it shows some tendency to produce two to three breaks. We do not believe this class promises much for outdoor culture, but progressive growers will watch its possibilities under glass. Its greater cost is explained by the tendency of its growth to produce a few seed pods and go blind.

We confidently expect to grow a dependable supply of seed next season of both the lilac-lavender and the white, and possibly a few others. The success we have will be announced in our July catalogue.

At present we are able to offer a limited amount of seed of the lilac-lavender color pictured on the opposite page at \$1.00 per packet.

Modern Zinnias

THROUGHOUT the heat of midsummer no flower can compare for showy decorative effect with the fine zinnias that are available today. They are an attractive and necessary item for the retail grower, both for cutting and for the sale of young plants to home gardeners. The past season we made a sowing of zinnias on June 24 in a well prepared bed outdoors. They were transplanted July 7 to a location that had produced a crop of summer peas; this was 75x150 ft. It was heavily manured and under irrigation. We began cutting zinnias August 20 and by October 1 our commission house returns on them were \$210.00. A warm summer and good growing conditions favored them, but this experience demonstrates their possibilities, even for a market grower. Do not forget that they flourish only in heat and this requirement extends to the germination of the seed, that will rot and be "no good" in a cold, wet soil. Better set the seed flats over a heating pipe until seedlings are well up and after that in not less than a carnation-house temperature.



Giant Dahlia-flowered Zinnia.

We Offer Only Bodger's Zinnia Seed.

Foreign or other strains might be just as good, but our business being exclusively with florists, we cannot take a chance because the originator, above all others is most familiar with true types.

We wish to call special attention to the Giant Mammoth type. While the flowers might not be quite so deep as the Dahlia-flowered class, we are certain from careful comparisons of all varieties that the general effect is fully as attractive as in that of the higher priced Dahlia-flowered type.

Standard American Zinnias

Dahlia-Flowered Varieties. Generally accepted as the finest type of modern zinnias. We confine our list to the choicest colors.

Canary Bird. A delicate primrose-yellow.	Purple Prince. Very large deep purple.
Crimson Monarch. Very large crimson-red.	Polar Bear. A very large white.
Dream. A fine deep lavender.	Illumination. Deep rose-pink.
Golden State. A very rich orange-yellow.	Exquisite. Fine light rose.
Golden Dawn. Golden yellow of immense size with dark center.	
Oriole. Orange and gold. This and Exquisite are our choice for cut flowers.	
Old Rose. Real old rose shade; very fine.	

Prices, separate colors.....	Tr. Pkt.	¼ oz.	½ oz.	1 oz.
	\$0.25	\$0.60	\$1.00	\$2.00

Special Gold Medal Mixture. This is a combination of the above named varieties. Nothing but true Dahlia-flowered varieties in this mixture.....	.50	.80	1.50
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SPECIAL OFFER: One Trade packet each of above eleven varieties for \$2.25.

Giant Mammoth Type. For size and general effect this group, in our estimation, deserves more attention. The flower petals tend to fold back more uniformly than in the Dahlia-flowered type, giving a general effect that is not improved upon by any class.

Cerise Queen. Very choice cerise-rose.	Purity. A very good clean white.
Miss Willmott. Soft pink.	Rose Queen. Striking bright rose.
Golden Queen. (Lemon Queen). Same as Dahlia-flowered Golden Dawn; very fine.	
Brightness. Extra bright deep rose; comes fairly true to color.	
Lavender Gem. Same as Dream in the Dahlia-flowered class.	
Orange King. Similar in color to our Ball Orange Calendula.	
Scarlet Gem. Best real scarlet in this group.	

Prices, separate colors.....	¼ oz.	½ oz.	1 oz.
	\$0.35	\$0.60	\$1.00

Mixed, all colors.....	.30	.50	.85
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SPECIAL OFFER: One trade packet each of above nine varieties for \$2.00.

Colossal, or New Giants. Not so large as the Giant Mammoth class, but of fair size, full petalled and vigorous growth.

Apricot Yellow,	Golden Yellow,	Burnt Orange,
Bright Rose,	Ruby Red,	Light Salmon.

Prices, separate colors.....	Tr. Pkt.	1 oz.
	\$0.25	\$0.75

Special Mixed, all colors.....	.20	.65
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Dwarf, or Pumila. Of medium size, fine for bedding and useful for cutting.

Fire Ball. Very bright scarlet,	Salmon Rose. Extra choice for cut flowers.
Canary Yellow,	Golden Yellow,

Prices, separate colors.....	Tr. Pkt.	¼ oz.	½ oz.	1 oz.
	\$0.25	\$0.50	\$0.85	

Mixed, all colors.....	\$0.15	.30	.50
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Lilliput, or Small-flowered. This is the button, or pompon type, being about the size of a pompon mum. Valuable both for bedding and cutting. The cut flower demand generally chooses the very large or this very choice button type. Don't miss it.

Golden Gem,	Salmon Rose,	Purple,	Scarlet Gem.	Tr. Pkt.	½ oz.	1 oz.
Prices, separate colors.....				\$0.25	\$0.50	\$0.80

Mixed, all colors.....	.15	.40	.60
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SPECIAL OFFER: Trade packet of each of the four Lilliput varieties, \$0.85.

Picotee Zinnia Delight. This new class is of medium size with part of the petals ruffled or curled. Attractively shaded light to dark salmon.

Comes fairly true to its type. Tr. Pkt., 25c; ½ oz., \$1.25; 1 oz., \$2.00.

Picotee Mixed. Fine mixture of this ruffled or curled type. Tr. Pkt., 25c; ½ oz., \$1.00; 1 oz., \$1.75.

Snapdragons

ASOWING made in January and planted out late February in a night temperature of 45° to 50° should be in full crop for Mothers' Day or Memorial Day when the after-mum or earlier plantings are usually cut down and good snaps are called for on these occasions. Because of their fine, long stems, Rose Queen and Afterglow are especially valuable for this late planting. Among others that we find particularly suitable for this late crop are Majestic Twilight, White Rock, Roman Gold, Happiness, Golden Queen, and Harmony. These varieties all show up well under the weather conditions of May and early June and they provide a complete color range.

MAJESTIC TWILIGHT

We were first to discover the value of this variety for flowering during the spring months. It is not a winter bloomer. The color is a rich golden apricot or terra cotta with the largest flowers of any variety in existence. An especially good keeper. The Commercial Flower Growers of Chicago pronounced it the most attractive of all spring-flowering varieties and awarded it a certificate of merit. Price: Tr. Pkt., \$1.00; 3 pkts., \$2.50; 5 pkts., \$4.00.

The following are the standard kinds for mid-winter growing listed
 in the order of their value, the kind we find choicest are starred*

	Tr. Pkt.	3 Pkts.	5 Pkts.
*Rose Queen. Highly attractive deep rose.....	\$2.00	\$5.00	\$8.00
*Afterglow. Rich golden orange, long stemmed.....	1.50	4.00	6.00
*Cheviot Maid. Standard early rose-pink.....	1.00	2.50	4.00
*Ceylon Court Yellow. The finest yellow.....	1.00	2.25	3.50
Happiness. A light rose-pink, fine stems.....	1.50	4.25	6.75
*White Rock. Best standard white.....	1.00	2.50	4.00
Purity. Pure paper white, not tall.....	.50	1.25	2.00
*Roman Gold. Coppery yellow.....	1.00	2.50	4.00
Golden Pink Queen. Deep rose-pink.....	1.00	2.50	4.00
*Improved Sunburst. Color of sunburst rose.....	1.00	2.50	4.00
Helen. Beautiful salmon-rose.....	1.00	2.50	4.00
*Laura. Dark rose, well placed flowers.....	1.00	2.50	4.00
Geneva Pink. Soft rose-pink.....	1.00	2.50	4.00
*Jennie Schneider. Popular shade of soft rose.....	1.00	2.50	4.00
Philadelphia Pink. A standard pink.....	1.00	2.50	4.00
Chapman's Pink. Dark rose-pink.....	1.00	2.50	4.00
Orlando. A standard bronze.....	1.00	2.50	4.00
Mohr's Pink. A deep shade of rose.....	1.00	2.50	4.00
Judd's Dark Pink. Deep rose-pink.....	1.00	2.50	4.00
*Judd's Light Pink. Attractive apple-blossom light pink.....	1.00	2.50	4.00
Penn Orange. Tangerine-orange; Afterglow is better.....	1.00	2.50	4.00
Silver Pink. Light pink.....	1.00	2.50	4.00
Keystone. A good pink.....	.50	1.25	2.00
Florists' Mixture. Well balanced mixture of above.....	.75	2.00	3.00

NEW SNAPDRAGONS.

*Cheviot Maid Supreme. Shade darker than Cheviot Maid.

Sun-Tan. Rosy tan, with yellow tinge on lip.

Above from Frank Volz, Cincinnati, Ohio.

Winter King. Extra early, clear rose.

Sunshine. Golden yellow, closely set flowers.

All above in introducer's packets priced at: Pkt., \$2.00; 3 pkts., \$5.00.

Standard Varieties for Outdoor Planting.

*Golden Queen. Very fine yellow.

Climax. Bronze-orange, not tall.

Empress. Velvety crimson.

Fawn. Terra cotta, not tall.

*Harmony. Terra cotta pink.

Orchid. Mauve-pink. Gloria. A good pink.

"Standard" Mixture.

All are priced at: Pkt., 35c; ¼ oz., 75c.

Majestic Orange King. Price: 50c per pkt.; 3 pkts.,

\$1.00.

MAXIMUM TYPE. Extra strong growers.

Canary Bird. Light yellow; Golden Queen is better.

Cattleya. Mauve-pink, same as Orchid.

Copper King.

Ruby.

Snowflake.

The Rose. Rose-pink; varies.

Maximum Mixture.

Above priced at: Pkt., 35c; ¼ oz., 60c.

We give much time and space in our greenhouses to growing and testing Snapdragon seed as well as checking the value of new varieties. This gives us an advantage in supplying your seed wants and explains the growth of our seed business.

Annual Larkspur

YOU can sow larkspur at any time from January to June and find it wanted. It is extensively and easily grown as an outdoor crop. To keep up a continuous supply sow early and plant out of 2-in. pots and make an outdoor sowing as early as the ground can be worked and successive sowings every two weeks until late June. For flowering under glass we make a final sowing February 1, planting it out about March 1. This should be in full crop Memorial Day.

The hyacinth type of larkspur does not branch, producing but one long-stemmed spike of flowers and should be planted close—about 4 x 4 ins. produces a nice flower spike. This type should not be planted early on ground beds for this produces a heavy hollow stem that easily breaks in handling.

Our indoor crops of larkspur enables us to check up closely on the various kinds offered and this experience is depended on in making up the following list.

"Follow the stars" if you want our suggestion for the best market colors.

We supply 4 oz. at pound rates and 1/2 oz. at ounce rates. Special quotations on larger quantities.

Stocks-Flowered or Branching Type:

Miss California (New). Rich deep pink suffused salmon. This is a deep and especially attractive color.

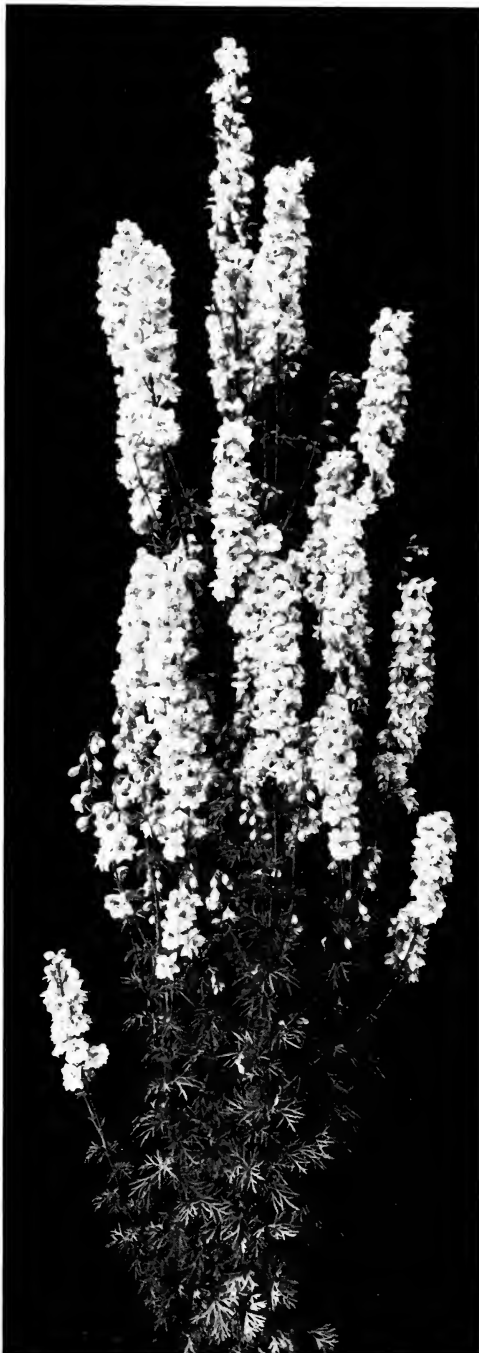
***Carmine King.** Rich carmine-rose, deep enough to be placed between Miss California and Newport Pink. We find this the most attractive shade on the list.

Two above priced at: Tr. Pkt., 50c; 1/4 oz., 75c; 1 oz., \$2.50.

	Tr. Pkt.	1 oz.	1 lb.
Exquisite Pink Imp. Clear soft pink.....	\$0.25	\$1.00	\$12.00
*Empress Rose. Soft rose, extra vigorous growth.....	.25	1.00	15.00
*La France. Salmon-pink.....	.25	.75	10.00
Los Angeles. Rose slightly shaded salmon.....	.25	1.25	15.00
The Empress. Salmon-rose, base branching habit.....	.25	1.25	15.00
*Dark Blue.....	.25	.60	5.50
*Lilac, *Sky Blue, White, each.....	.25	.60	5.50
Rosy Scarlet.....	.25	.60	6.00
White Spire. A superior white, base branching habit.....	.25	2.00
Newport Pink. Lustrous carmine.....	.25	.60	6.25
Mixture of all colors.....	.20	.50	4.25

Hyacinth-Flowered or Single-Stem Type:

	Tr. Pkt.	1 oz.	1 lb.
*Pink.....	\$0.25	\$0.80	\$ 9.00
*Dark Blue, Purple, White, each.....	.25	.80	8.00
Lilac.....	.25	.80	9.00
Mixture of all colors.....	.20	.80	8.00



Miss California.

Florists' Pansies

WE annually devote a two hundred foot bed to pansies for cutting and in this bed we line up trials of all strains offered by us and many others from specialists. We find these trials most interesting. Frequently very large-flowering strains will produce blooms that are soft and spot easily or will not flower freely enough until late in the season. For the price at which they are sold we believe our strain of Improved Swiss Giants represents the best all-purpose strain available, though our stock of Super Swiss Giants are distinctly richer in original colors, marking and size. The finest and largest-flowering strain of pansies to be had at any price is the stock we are offering as Maple Leaf Giants. For vigorous growth, broad heavy foliage and great size this stock is really wonderful.

An inspection of this strain along with many others is invited at our Glen Ellyn greenhouses. For cut flower growing pansies enjoy a soil that is well enriched and made light with manure. Seed should be sown during June and the plants summered over in a partly shaded frame. We find there is little gained by planting indoors until after early mums are cleared. During the darkest months of winter they are inclined to stand still, but will wake up as the days lengthen and produce heavily until cut down by summer weather. We offer seed of the following varieties:



	Tr. Pkt.	¼ oz.	1 oz.
Maple Leaf Giants. The choicest strain available for size, substance and colors	\$2.00	\$6.50	\$24.00
Five-Blotched Super Swiss Giants. 85 to 90% of this strain will produce 5-blotched flowers. This is a special selection made for increased size and wavy outline of flowers. The last word in fancy pansies	1.00	3.50	12.00
Improved Swiss Giants. Considering the price, we clearly find this to be the preferred all-purpose strain. Flowers are unusually large, with wonderfully original color combinations. Practically all flowers are 3 to 5-blotched and long-stemmed, very choice to use for spring plant sales or winter cut flowers.....	1.00	2.00	7.00
Steele's Masterpiece Mixed. We find this a very fine mixture of large flowers, well proportioned colors and long-stemmed. Originator's seed	1.00	2.75	10.00
Steele's Miracle Mixed. We find this a very good mixture of long-stemmed flowers. Originator's seed.....	1.00	2.25	8.00
Steele's Greenhouse Special. A popular-priced mixture of very good colors. Used by plant growers. Originator's seed.....	.75	1.75	6.00
Ball's Giant Mixture. This is a special popular-priced mixture intended for both cut flowers and plants. Contains a good proportion of extra large, long-stemmed flowers.....	.50	1.50	5.00
Steele's Golden Gate Yellow. A deep yellow with dark center and a small proportion of dark shades. Originator's seed.....	1.00	2.50	9.00
Golden Queen. This is a fine strain of golden yellow and should be used where this color is wanted for bedding.....	.25	.50	1.75
Lord Beaconsfield. Standard choice blue pansy, largely used for bedding25	.50	1.75

Marigolds

VALUABLE cut flower and bedding varieties are to be found among the various marigolds. They all flourish under summer conditions, but a carnation house temperature will grow a profitable crop of the Giant African type for April or May flowering. For this purpose we sow seed January 1. The seedlings are planted in flats about 3x4 inches and grown up to single stems or one flower to a plant. Shallow soil is necessary to harden the growth and set buds. Some disbudding will be found necessary. This sowing will flower about April 15 and we find they pay out well. For all cut flower purposes fully three-quarters of all grown should be of the orange color, though the lemon is an attractive one.

The strain of GIANT AFRICAN ORANGE sent out last year by a California seed grower under the name "ALLDOUBLE" has turned out to be an improvement on the regular Giant African Orange, but it is not all double. Our checks show it up to 78% doubles, while the regular stock figures out 65% doubles. We believe 12% to 15% represents the real difference between them. An ounce of seed will produce fully 4500 plants. This means that an ounce of the "ALLDOUBLE" strain will produce fully 500 MORE DOUBLE FLOWERS than will an ounce of the regular strain and at an additional cost of only \$1.00 more for the seed.

Both the regular and the "Alldouble" strain we are offering are of the true quilled type and we are very sure that better strains are not available.

	Tr. Pkt.	1/2 oz.	1 oz.	1 lb.
Giant African Orange "Alldouble".....	\$0.50	\$1.25	\$2.00	\$24.00
Giant African Orange Ball25	.60	1.00	12.00
Giant African Lemon Ball.....	.25	.60	1.00	12.00

	Tr. Pkt.	1 oz.
Tall French Marigold: Josephine. Small-flowered single; rich dark brown color with gold edging. Fine for cutting.....	\$0.25	\$0.60
Tall French Mixed Colors.....	.15	.50
Dwarf French: Robert Beist. Dark reddish brown. A strikingly rich shade and one of the most effective of bedding plants25	.75
Dwarf French: Legion of Honor. A choice single dwarf; rich brown color. Valuable for bedding or pots.....	.15	.50
Dwarf French: Double Golden Ball. Quite compact with fairly large golden yellow flowers.....	.15	.50
Signata Pumila. Very dwarf, about 10 ins. Fine for edging; covers itself with small golden yellow flowers.....	.25	.80
Lilliput. 8 ins. Mixed, all colors.....	.15	.75

Select
List of

Flower Seed for Florists

PLEASE NOTE: All varieties among the following important annuals have been carefully selected by us through trials of them growing in our green-houses. This supplies us with first-hand information of practical value. The advantage we have with this experience probably explains why an increasingly large number of growers depend on us for important flower seed supplies.

ABUTILON. (Flowering Maple.) We offer the large-flowering strain in mixture. Blooms in six months from sowing and makes an attractive pot plant. Tr. Pkt., 50c; ½ oz., \$1.60.

	Tr. Pkt.	½ oz.	1 oz.
AGERATUM.			
Mexicanum Blue. Two feet.....	\$0.15	\$0.30	\$0.50
Blue Perfection. Fine dark blue, 10 ins.....	.15	.30	.50
Blue Ball. Improved Blue Perfection, 6 ins.....	.25	.60	1.00
Imperial Dwarf White. 8 ins. Fine.....	.15	.35	.60
Little Blue Star. Very small growth and flower, 5 to 6 ins.....	.25	1.25	2.25
Little Dorrit. Blue, 6 ins. Choice.....	.15	.50	.80
Little Dorrit. White. Best dwarf, 6 ins.....	.15	.50	.80

	Tr. Pkt.	½ oz.	1 oz.
ALYSSUM.			
Maritimum (Sweet Alyssum). 10 ins.....	.1520
Compactum. Little Gem. 4 ins.....	.2060
Compactum. Lilac Queen. 7 ins.....	.2075
Procumbens. Carpet of Snow. Very dwarf, select stock.....	.25	.60	1.00

	Tr. Pkt.	½ oz.	1 oz.
ARCTOTIS. Breviscapa Aurantiaca. A most effective bedding annual 6 to 8 ins. Dark orange with dark purple disc.....	1/8 oz., 75c	.50

	Tr. Pkt.	½ oz.	1 oz.
ASPARAGUS.			
Sprengeri.....	\$0.25	\$0.40	\$1.25
Plumosus Nanus.....	.30	.50	1.50

	Tr. Pkt.	½ oz.	1 oz.
BEGONIA SEMPERFLORENS. Choice for bedding and pot culture. Readily grown from seed.			
Luminosa. Fiery scarlet, reddish brown foliage, 10 ins.....	3/8 oz.,	\$0.75	\$2.00
Prima Donna. Rose shading to carmine. 12 ins.....	1.00	4.00
Glory of Erfurt. Large carmine. 12 ins.....75	2.00
Christmas Cheer. Extra large crimson scarlet.....	1.00
Gustave Knaake. Large salmon pink.....	1.00	2.00
Radio. Extra large carmine scarlet.....	1.00
White Pearl. White.....50	2.00

	Tr. Pkt.	½ oz.	1 oz.
BROWALLIA Speciosa Major. A fine pot plant with effective bright blue flowers. 10 to 12 ins.....	3/8 oz.,	\$1.50	\$0.50

	Tr. Pkt.	½ oz.	1 oz.
CALCEOLARIS. Hybrida Grandiflora Mixed.....	3/8 oz.,	\$2.00	1.00

	Tr. Pkt.	½ oz.	1 oz.
CALLIOPSIS DRUMMONDII. (Golden Wave). Golden yellow annual with richly contrasting dark eye.....		\$0.15	\$0.25

	Tr. Pkt.	½ oz.	1 oz.
CANDYTUFT.			
Giant Hyacinth-Flowered. Select pure white strain. This type produces four to five large Hyacinth-shaped flowers.....	1 lb.,	\$8.50	\$0.25
Umbellata. Valuable for cutting.....			
Carmine, White, Lilac, Flesh Pink, Crimson.....	Each, 4 oz.,	1.50	.15
Rose Cardinal, Lavender.....	Each, 4 oz.,	1.75	.15
Mixed.....	4 oz.,	1.25	.15

	Tr. Pkt.	½ oz.	1 oz.
CANNA. We offer a select strain of this seed. Will produce blooming plants by July if sown early.....		.25	.50

	Tr. Pkt.	¾ oz.	1 oz.
CARNATION Chaubaud's Giant. Easily and quickly grown into blooming size. 80% to 90% will come double. The choicest colors are:			
Cardinal Red, Deep Rose, Flesh Pink, Rose Pink.....	Each	\$0.25	\$0.60
Choice Mixed.....		.25	.50

	Tr. Pkt.	¾ oz.	1 oz.
CENTAUREA.			
Cyanus (Cornflower). A very nice cut flower for in or outdoor planting. The blue and rose colors are preferred.....			
Blue, Rose, Carmine, White.....	Each	.15	.40
Imperialis (Sweet Sultan). Thistle type of cornflower and very attractive for cutting. Should be watered carefully to prevent rotting out.....			
Brilliant Rose, Deep Lavender, Delicate Lilac, Rose, White, Amaranth Red.....	Each	.20	.75
Mixed.....		.20	.60
Gymnocarpa (Dusty Miller). This is the well known and much used bedding variety.....	Lb.,	\$4.25	
Candidissima. Broad cut silvery gray foliage.....		.25	1.50
Suaevolens. Yellow Sweet Sultan.....		.15	.40
Americana. Large thistle type. Very fine for outdoors. Lilac.....		.15	.50
Americana Alba. Very choice for cutting.....		.20	.80

	Tr. Pkt.	¾ oz.	1 oz.
CHRYSANTHEMUMS (Annual). This is an attractive single annual with bright color combinations and of easy growth. Sow in January for spring flowering.			
Segetum. Attractive daisy type.....			
Morning Star, pale primrose; Evening Star, golden yellow; Eastern Star, primrose, brown disc; Gloria Alba, white with pale disc.....	Each, 4 oz.,	\$1.50	.15
Carinatum.....			
Burridgeanum. White with scarlet zone.....		.15	.40
Northern Star. Giant white, yellow zone.....		.15	.40

Flower Seed *Geo. J. Ball.* Gypsophyllies For Florists

WEST CHICAGO, ILL.



Our strain of this popular "Gyp" has been improved for us until individual blooms contain eight and nine petals, are quite round, pure white, with no dark veining in the petals.

A five-acre field of our famous strain of Gypsophila Paris Market for seed.

CINERARIAS.

	Tr.	Pkt.	¼ oz.	1 oz.
Giant Exhibition Mixed.....	1	OZ.,	\$2.50	1.00
Hybrida Grandiflora (Semi-dwarf).....	64	OZ.,	1.50	.50
Hybrida Multiflora Nana. Dwarf, compact growth.....	32	OZ.,	2.50	1.00
Stellata Type. Tall, heavy growth with small star-shaped flowers of this type.....	16	OZ.,	1.00	.50
Feltham Beauty. Fine mixture of colors.....	64	OZ.,	\$1.50; 32	OZ., 2.50 .50

CLARKIA ELEGANS. We are certain that this easily grown annual is not as much appreciated as it should be. We sow in January, plant 3x4 ins. in flats of poor soil and disbud to one or two growths. Growth must be controlled by keeping soil dry. Flowers in May when most wanted. Orange King, Salmon Queen and Scarlet Queen are the choicest colors. We offer the following varieties: Orange King, Salmon Queen, Scarlet Queen, Queen Mary, Appleblossom and Mixed.

Liberal Tr. Pkt., 25c; ½ oz., 50c; 1 oz., 80c.

COBÆA SCANDENS. A well known climber that should be stocked by every retailer.

Tr. Pkt. ¼ oz. 1 oz.

Purple.....	\$0.20	\$0.50
White.....	.2575
COLEUS. Extra choice mixed colors.....	½ oz., \$1.0050

COSMOS.

Extra Early Express. Flowers in 45 to 50 days from sowing. Height 2 to 3 ft., medium size, pink flowers. All early-flowering cosmos must be grown in good soil with plenty moisture to prevent premature flowering.....	.25	1.50
Early Mammoth Flowering. A fine early strain for cutting. Colors: Pink, White and Crimson.....	.1540
Mixed.....	.1530
Late Flowering Lady Lenox. Extra large flowers on strong growth. Start early. Especially valuable for southern states. Two colors: Pink and White.....	.1530
Klondyke. Orange-yellow. Also late-flowering.....	.2075
Double Early Anemone-flowered. About 50% of this strain will come double. Will flower in about two months from sowing. Pink, Crimson and White.....	.50	3.00
CYNOGLOSSUM AMABILE. (Chinese Forget-me-not).....	.25	1.00

DAHLIAS. Easily grown from seed, should be sown early. We offer an especially select

Exhibition Strain.....	1.00
Decorative Mixed Dahlias. Choice mixture.....	½ oz., \$1.75	\$1.00 3.00
DIANTHUS. (Sweet Wivelsfield.) Every retail grower should have a stock of this showy hardy perennial. Fine to sell out of 4-in. pots. We offer the originator's strain.....	.50	1.00	3.00
Allwoodii Alpinus. Dwarf growing type especially valuable for Rock Gardens.....	100 seeds, \$1.00; 1000 seeds, \$8.50

DIDISCUS. (Blue Lace Flower.) Fine for cutting.....	.25	1.00
DRACÆNA INDIVISA.....	4 oz., \$1.2540
EUPHORBIA VARIEGATA. (Snow on the Mountain.) Foliage edged white and green.....	.1540

FORGET-ME-NOT (Myosotis). See Page 28.

GERBERA JAMESONII HYBRIDS. Valuable perennials for greenhouse growing, producing attractively formed flowers in splendid colors and shades. We offer seed produced by a California specialist and we are certain it cannot be excelled..... Per 100 seeds, 60c; per 1,000 seeds, \$4.00

GODETIA DOUBLE-FLOWERING. Growth must be restricted with poor soil to prevent it becoming soft. Well adapted to growing as pot plants. We offer three select colors: Carmine, Rosy Morn (bright pink) and Mauve.....	.2575
GREVILLEA ROBUSTA. Foliage plant for vases.....	.2580

GYPHOPHILA ELEGANS. Paris Market Strain. We are sure there is not a finer strain of this indispensable "Baby's Breath" than we offer.....	¼ lb., 50c; 1 lb., \$1.60; 5 lbs., \$7.0020
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Flower Seed Specialties For Florists

WEST CHICAGO, ILL.

	Tr. Pkt.	¼ oz.	1 oz.
HELICHRYSUM. (Straw Flowers.) The best of the everlastings; valuable either dried or fresh. Canary Yellow, Crimson, Fireball, Golden Globe, Rose Carmine, Rose Queen, Salmon, Scarlet and White.2060
Mixed.....	.1550
IMPATIENS. Well known either as a house or bedding plant. Easily and quickly grown from seed. We offer Holstii , soft vermilion-red and the well known Sultani , bright rose.....	Each, ½ oz., \$1.00	.50
KOCHIA. (Summer Cypress).....	.1525
LANTANA. A most interesting selection of colors is to be had from seed. Choice dwarf mixed.....	.1550
LOBELIA. Well known edging plant or for pots. Sow early. Crystal Palace Compacta. The leading dwarf blue-flowered bedding variety.....	.25	.65	2.00
Hybrida Hamburgia. Sky blue with white eye.....	.25	.60	2.00
Emperor William. Light blue; dwarf; 4 ins.....	.25	.50	1.60
LUPINE. Annual. Very fine for cutting. Dark and light blue are best. Dark Blue, Sky Blue, Rose, White and Mixed.	1 lb., \$3.00	.15	.30
Sulphureus. Golden yellow form, grows about 28 ins.....	.2580
MIGNONETTE. Ball Strain. Finest greenhouse variety.....	½ oz., \$4.00	1.00	7.00
New York Market	½ oz.,	.50	3.00
MYOSOTIS (Forget-me-not). Blue Bird. We find the most attractive greenhouse variety.....	½ oz., 1.00	.50	7.00
NASTURTIIUM. "Golden Gleam." Through our greenhouse trials the past season we are glad to say that we find this new nasturtium of distinct value. Unlike any other, it is deliciously fragrant and semi-double. Not only does this give it some cut flower value, but its semi-trailing habit makes it admirably suited to boxes or baskets.50 seeds, 60c; 100 seeds, \$1.00
NASTURTIIUMS. The following are the standard varieties in the dwarf class. Empress of India, Cloth of Gold, Gold King, Mixed. The following are the most attractive climbing kind: Vesuvius, King Theodore, California Giants. Prices on both types, including mixed.....	1 lb., \$1.2510
NEMESIA Strumosa Suttoni , three best colors, Orange, Scarlet and Rose.	Each, .40	1.50
Nana Compacta Blue Gem Improved35	.80
Nana Compacta Mixed35	.75
PENSTEMON. If sown early will flower freely by mid-summer, producing large handsome spikes with Gloxinia-like flowers. Highly ornamental for outdoor planting. Red Shades, Rose Shades and South Gate Gem , especially fine for pots or bedding. Above three varieties.....	Each, ½ oz., \$1.00	.50
PHLOX DRUMMONDII (Annual). The tall-growing kind can be sown on a greenhouse bench for cutting, but both tall and dwarf type make showy bedding plants. Dwarf Compact. 6 ins. Fireball. Fiery scarlet.....	.40	.60	2.00
Snowball. Comes true to color.....	.40	.60	2.00
Cecily Mixed. A choice dwarf mixture.....	.40	.60	2.00
Sky Blue. Rich pale blue.....	.40	.60	2.25
Chamois Pink. Very true.....	.40	.60	2.25
Grandiflora Varieties , 12 to 15 ins.	Tr. Pkt. ½ oz.	1.00
Alba. Very true to color.....	\$0.25	\$0.60	\$1.00
Chamois Rose. Comes very true to color.....	.25	.60	1.00
Carnea. Flesh-pink.....	.25	.60	1.00
Leopoldii. Deep rose with white eye.....	.25	.60	1.00
Rosea. Rose-pink, shading deeper in center, fine.....	.25	.60	1.00
Scarlet. Extra bright color.....	.25	.60	1.00
Cuspidata Mixed (Star of Quedlinburg).....	.25	.60	1.00
Special Grandiflora Mixed20	.50	.80
POPPY (Shirley type for forcing). Single annual varieties. American Legion. Brilliant scarlet, single.....	Tr. Pkt. ¼ oz.	1.00
Pink Shades. Extra select, double.....	.2550
Salmon. Double.....	.2550
El Monte (Iceland). Extra large deep tangerine-orange, with fine stems. Though a perennial form, this will flower in six months from sowing.....	.50	\$1.25	4.00
SALPIGLOSSIS. Free-flowering and largely used for cutting. The choicest colors are: Scarlet and Gold; Brown and Gold; Rose and Gold; Violet and Gold.	Each, \$0.25	\$0.75	\$1.25
Mixed, all colors.....	.20	.60	1.00
SALVIA (Scarlet Sage). Well known scarlet bedding plant easily grown from seed but requires a warm house. America. About 16 ins. in flower, generally found best.....	Tr. Pkt. ¼ oz.	1.00
Zurich. Flowers at height of about 12 ins.....	.25	\$1.00	\$3.50
Bonfire. Flowers at about 14 ins.....	.25	.80	3.50
SCABIOSA (Annual). Distinctly valuable and an easily grown outdoor cut flower. Peachblossom. The finest light pink.....	\$0.25	\$0.60
Shasta. Large pure white.....	.2560
Azure Fairy. Rich light blue, a fine shade.....	.1550
King of the Blacks. Reddish black.....	.1550
Cherry Red. An attractive soft shade.....	.1550
Mixed, all colors.....	.1040

Flower Seed Specialties For Florists

WEST CHICAGO, ILL.

SCHIZANTHUS. Grandiflorus Hybridus. Easily grown cool house plant and valuable for either cutting or pot plants.			
Rose and Amber Shades.....	Tr. Pkt. ¼ oz.	1 oz.	
Rose and Pink Shades.....	\$0.50	\$1.00	
Brilliant Mixed (Wisetonensis).....	.50	1.00	
	Tr. Pkt. ¼ oz.	1 oz.	
SMILAX. Well known climber continues to be grown for decorative greens.....	1 lb., \$6.00; 4 oz., \$1.75	\$0.25	\$0.50
STATICE (Annual varieties).			
Suworowii. Russian or rat-tail. Bright rose.....	.25		1.25
Sinuata. True blue. Fine cut flower.....	.15		.40
Sinuata. White.....	.15		.40
Bonduelli. Golden yellow.....	.15		.40
	Tr. Pkt. ¼ oz.	1 oz.	
THUNBERGIA. (Black-eyed Susan.) Well known climber. Mixed.....	.20		.80
VERBENA Grandiflora. This popular bedding plant is easily grown from seed and most varieties come quite true to their color. We offer only the true large-flowered Grandiflora type in the choicest varieties.			
Blue.....	.25		1.60
Etna. Geranium-red.....	.25		1.60
Pink.....	.25		1.60
Rose Pink.....	.25		1.60
Scarlet Coccinea.....	.25		1.60
Lucifer Scarlet.....	.25		1.60
Luminosa. Flame-pink shaded salmon.....	.25		1.60
White.....	.25		1.60
Royal Bouquet Mixed. Upright extra large.....	.50		2.75
Fire Ball (New). Bright scarlet; dwarf, 6 ins.....	.50		4.00
Venosa. Heliotrope-blue, fine for bedding.....	.25		1.25
Gigantea Mixed.....	.25		1.25
VINCA. A valuable free-flowering bedding plant comes true from seed. Should be sown in January in a warm house.			
Rosea. Pink.....	.20		.80
Alba Oculata. White with pink eye.....	.20		.80
Delicata. Soft pink.....	.20		.80

Hardy Perennials

AQUILEGIA. Graceful long-stemmed perennials that every retail grower should be interested in.

	Tr. Pkt. ¼ oz.	1 oz.	
Mrs. Scott Elliott's Hybrids. The choicest long-spurred strain.....	\$0.50	\$1.25	\$4.00
Dobbie's Imperial Hybrids. A choice European strain.....	.50	1.50	5.00
Jaetschauui. Large yellow with red spurs.....	.50	1.00	3.00
Cærulea. Blue.....	.35		1.00
Chrysanth. Silver Queen. Long-spurred silvery white.....	.50	1.25	4.00
Choice Mixed. A good mixture of long-spurred mixed colors.....	.40	1.00	3.00

BELLIS PERENNIS. (Double English Daisy.) We offer only the choicest which are the **MONSTROSA** varieties in **Pink, White** and **Red**; double-flowering..... Each, .50 .75 2.00

CAMPANULAS. (Canterbury Bells.) Cup-and-Saucer varieties.			
Dark Blue (Violet).....	.25	.50	1.60
Light Blue (Lilac).....	.25	.50	1.60
Rose.....	.25	.50	1.60
White.....	.25	.50	1.60
Mixed.....	.20	.40	1.25

COREOPSIS LANCEOLATA GRANDIFLORA.			
Regular single.....	.15		.35
Semi-double.....	.25	.35	1.00

DAISIES. The most valuable perennial under this heading is Shasta Daisy Alaska. The new variety "Conqueror" is distinctly longer-stemmed and somewhat larger. The "Elder" is well known as an early and smaller-flowering type. It comes quite true from seed.

	Tr. Pkt. ½ oz.	1 oz.	
Alaska. (Shasta Daisy.).....	1 lb., \$15.00	\$0.25	\$0.60 \$1.00
Conqueror. (Improved Shasta).....	.50		
Elder.....	.25	.75	1.25

Flower Seed *Geo. Ball.* Specialties For Florists

WEST CHICAGO, ILL.

DELPHINIUM. Our stock of all varieties can be depended on to come true to type. We carefully test this seed regularly for germination.

	Tr. Pkt.	1/4 oz.	1 oz.
Belladonna Improved. A very fine selection.....	\$0.50	\$0.75	\$2.75
Belladonna. Regular.....	.25	1.75
Bellamosum. Dark blue.....	.50	2.50
Gold Medal Hybrids25	1.00
Hollyhock Type. (Wrexham Strain). This is the choicest available stock among fancy delphiniums. Colors range from light to dark blue, and for size and stately growth this strain we find unexcelled	1.00	1.75	6.00

DORONICUM CAUCASICUM. The new bright yellow hardy perennial. Tr. Pkt., \$1.00.

GAILLARDIA GRANDIFLORA. Showy long-stemmed perennials. Profitable cut flower crop. The following are clearly the choice cut flower colors.

	Tr. Pkt.	1/4 oz.	1 oz.
Portola Hybrids	\$0.50	\$0.75	\$2.00
The Dazzler25	.50	1.50

GYPHOPHILA PANICULATA.

	Tr. Pkt.	1/4 oz.	1 oz.
Double Snow White			
....1/2 oz.,	\$2.75	\$0.50	\$1.50
Single White1560

HOLLYHOCKS. Tr. Pkt. 1/4 oz. 1 oz.

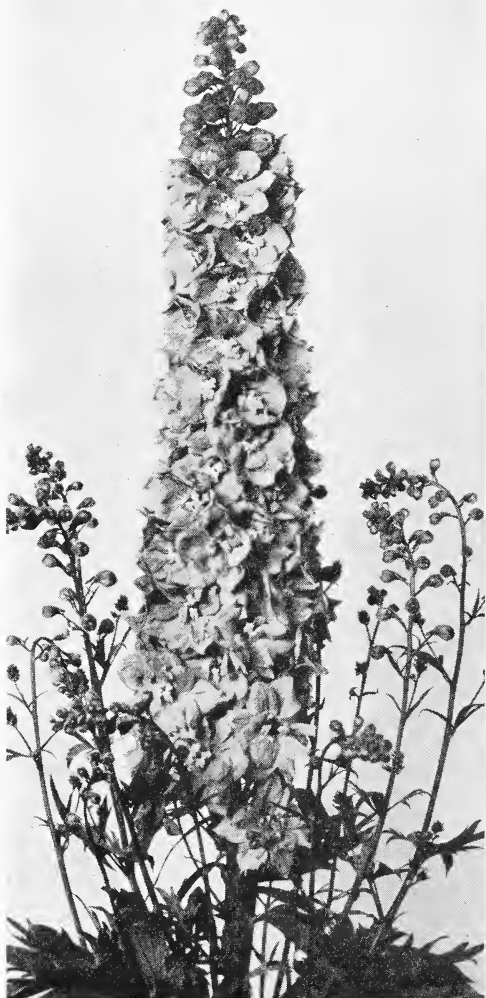
Newport Pink.			
Double; a rich shade of pure pink	\$0.25	\$0.40	\$1.25
Chater's Double			
Chamois25	.40	1.25
Chater's Deep Rose25	.40	1.25
Chater's Sulphur Yellow25	.40	1.25
Alameda Pink.			
Allegheny type light pink.....	.25	.50	1.50
Allegheny Mixed2560

LATHYRUS. Hardy perennial sweet pea.

	Tr. Pkt.	1/4 oz.	1 oz.
Pink Beauty	\$0.25	\$0.75
White Pearl35	1.00
Mixed1550

MATRICARIA. Feverfew.

	Tr. Pkt.	1/4 oz.	1 oz.
Double White.			
While not so uniform as a good stock from cuttings, the strain we offer comes uniformly double	\$0.20	\$0.50
Golden Ball. Bright yellow flowers; compact growth..	.25	2.00



Delphinium—Hollyhock or Wrexham Strain.

Tr. Pkt. ¼ oz. 1 oz.
PYRETHRUM. One of our most valuable hardy perennials for cutting, producing a heavy crop of brightly colored long-stemmed flowers during June. The semi-double strain we offer will produce about 50% semi-double flowers and is much superior to the regular single strain.

Hybridum. Semi-double mixed.....	\$0.50	\$1.50	\$5.00
Hybridum. Single mixed.....	.25	.50	1.40

SCABIOSA. The perennial type is perfectly hardy and valuable for cutting.

Caucasica Lilac. The best for cutting.....	.50	.75	2.00
Columbaria. Pink. Not so long-stemmed as Caucasica but choice for cutting.....	.50	1.00	3.00
Columbaria. Lavender50	1.00	3.00

STATICE. The following are hardy perennials, valuable for cutting and easily grown.

	Tr. Pkt. ½ oz. 1 oz.		
Latifolia. Large deep blue.....	\$0.25	\$0.75	\$1.25
Caspia. Soft lilac color.....	.50	1.75	3.00
Perezii. Rich violet-blue.....	.25	.85	1.50

SERVICE

The **“Ball Red Book”** is a 64-page pocket
 size booklet that gives
 information on the growing of

Miscellaneous Flower Seed Crops.

It covers the new method of growing asters, including the construction of cloth houses. It was originally intended to confine it to this subject, but the interest in the author's "Miscellaneous Cut Flower" circular (the supply of which is exhausted), suggests the broader field of the more popular miscellaneous items. Many have possibilities, and the writer attempts to deal with important points, especially suitable varieties and colors for florists' needs. The actual cost of it to us and to you is exactly 20c. FURTHERMORE, our regular list of complimentary circulars is at your service and it includes ASTERS, STOCKS, EARLY PEAS, LATE PEAS, CALENDULA and ZINNIAS.



Groff Ball

WEST CHICAGO, ILL.

Growing asters under the protection of cloth houses and using stem rot resistant strains adds a value to this crop that should not be missed.

We have been working on both cloth houses and the better strains and we will gladly be of service to you.